Push Motivation Factors Influencing Tourists' Destination Loyalty in the Lake Victoria Region Tourism Circuit, Kenya.

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ABSTRACT

Purpose: The purpose of this study was to identify push motivation factors influencing tourists' destination loyalty in the Lake Victoria Region Tourism Circuit, Kenya.

Methodology: The study adopted an explanatory research approach based on a cross-sectional survey design to collect and analyse quantitative data. This study proposed destination loyalty the most appropriate indicator of destination competitiveness. Self-administered questionnaires were used to collect quantitative primary data to help understand tourist push motivation factors and destination loyalty. The instrument was pre-tested using 20 tourists who were not included in the final study. The study population consisted of 461 tourists drawn from the circuits' 26 classified hotels, based on the region's 35% average occupancy rate. Multi-stage sampling technique was used to get 299 tourists whereby proportionate sampling followed by simple random sampling was used to identify hotels while convenience sampling helped obtain actual respondents.

Findings: Tourist push motivation factors indentified include psychological factors (PY), self development factors (SDF), green consumption factors (GCF), and socio-cultural factors (SCF).

Recommendations: Based on the findings, the researcher suggests that destination managers should: give more consideration to providing facilities and environment that allow the visitors to have fun; pay close attention to the needs of the tourists to develop their personal interests; address desires of tourist who prefer identifying with destinations that respect rights of the minority and; lastly, pay attention to the needs of personal safety and security by tourists respectively. The findings of this study offer guidelines to destination managers in the Lake Victoria Region Tourism Circuit Kenya, in monitoring and enhancing the destinations competitiveness based on destination loyalty.

Key Words: *Push, Motivation, Loyalty, Competitiveness*

INTRODUCTION

In the increasingly competitive tourism marketplace, the success of destination marketing and management should be guided by a thorough analysis of the tourist's push motivation factors and their interplay with destination loyalty. A review of literature reveals an abundance of studies on destination competitiveness, motivation, and loyalty, but the fit between the constructs has not been thoroughly investigated. A review of the literature on motivation reveals that people travel because they are ''pulled'' by the external forces of the destination attributes. Accordingly, to pull forces, contribute to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others.

The paper focuses on the Lake Victoria Region tourism circuit, Kenya, having lagged behind in terms of tourist visitation as compared to other destination in Kenya with somewhat similar attractions. This study offers an integrated approach to understanding tourists' motivation and attempts to extend the theoretical and empirical evidence on the relationships between and pull motivations and destination loyalty. The Lake Victoria Region is made up of territories from the Western part of Kenya with a population of over 10 million people of diverse ethnic and cultural backgrounds. Counties that make up the region include Bungoma, Busia, Homa-Bay, Kakamega, Kisii, Kisumu, Migori, Nyamira, Siaya, Kericho, Trans-Nzoia, Bomet and Vihiga (see figure 2). The region lies between latitudes 10 16'N and 10 54'S and longitudes 330 55' and 350 51'E. The climate of the region is generally mild with monthly temperature ranging between 19 and 25 degrees Celsius throughout the year. Rainfall in the region is governed by a modified equatorial climate characterized by long rains (March to June) and short rains (September to November). The average annual rainfall varies from 700mm along the Lake Victoria shores to 2000mm in the highlands. The Lake Victoria Region tourism circuit is home to a variety of attractions including but not limited to: freshwater-based attractions including L. Victoria, L. Simbi Nyaima, L. Kanyaboli, L. Sare; mountains, hills and escarpments; Indigenous Forests; Caves and Rock outcrops; National Parks and National Reserves, Freshwater Beaches, Waterfalls; Hot Springs; Islands, Cultural Shrines, Wetlands; among others. Thus there are lots of opportunities for development of various forms of tourism in the circuit. However, the natural and cultural capital has not been optimally exploited for the development and the entire circuit is still lagging behind in various types of tourism.

PUSH MOTIVATION FACTORS

Push factors are internal forces that lead to the decision to take a vacation. These factors can be defined as "psycho-social motivations that lead individuals to travel" (Baloglu & Uysal, 1996) or "psychological needs that cause a disequilibrium that can be corrected through tourism experience" (Kim & Lee, 2002). Push motivation factors are more related to internal or emotional aspects of the individual (Yoon & Uysal, 2005) and they express their desires about the trip (Goossens, 2000). They include; psychological factors; cultural factors, self-development factors and green consumption factors.

Psychological motivations such as escape, relaxation, social interaction, knowledge or entertainment are proposed as push factors in tourism research (Baloglu & McCleary, 1999;

Kim, Lee, & Klenosky, 2003; Kozak, 2002; Oh, Uysal, & Weaver, 1995; Yoon & Uysal, 2005). For example, in respect to the influence of psychological motivations on destination image, Moutinho (1987) postulated that motivations play an important role in destination image formation in a conscious or unconscious way. The cognitive component of destination image is related to the individual's beliefs about a tourist destination, while a relationship between psychological motivations and affective image has been suggested in tourism research (Baloglu, 1997; Dann, 1996; Gartner, 1993).

Notably, some studies have only found a weak relationship between psychological concepts and destination loyalty (Baloglu & McCleary, 1999; Beerli & Martı'n, 2004). This study identifies a gap in the relationship that exists between psychological motivations of an individual and the individual's loyalty to the destination. The study assumes that tourists will be more motivated when the attributes of the destination are capable of fulfilling their psychological needs and subsequently, future behavior towards the destination. As such this study will seek to establish if the psychological needs of a tourist significantly influence their loyalty to the destination.

On the other hand, *Social and cultural influences* have been noted to be among the most important factors affecting individual's perceptions about phenomena (Hawkins et al., 2003). Contributions in social psychology literature explain that individuals are closely connected to their societies. Thus, culture can be considered an element deeply constitutive of the individual's social representations, defined as systems of values, ideas and practices in a community established as what is socially accepted (Howarth, 2001).

Therefore, culture is a factor that could filter an individual's perception about a particular subject. Culture can be defined as a collection of beliefs, values, habits, ideas and norms of individuals (Sherry, 1986). These cultural values are learned, permanent, dynamic and preserved over time (Assael, 1999). In addition, they influence the individual's behavior in several contexts such as work, consumption or leisure (Richardson & Crompton, 1988). According to Hirschman and Holbrook (1982), hedonistic behaviors are specially affected by the individual's culture. Therefore, cultural values could play a significant role in tourism, having important effects on the behavior of tourists in general. Several previous studies have attempted to understand how culture influences the preferences and behavior of tourists (Litvin, Crotts, & Hefner, 2004). Nevertheless, a deeper analysis of the role of cultural values in destination loyalty is required in tourism research.

In previous research, culture has been examined according to the tourist's geographical origin. In other words, a close relationship between country of origin and culture has been proposed in previous studies. Usually, countries are considered to represent different cultural factors, attributing differences in individuals' responses to the distinct cultural values (Crotts, 2004). In this sense, it has been established that tourists from different countries have heterogeneous cultural values, and consequently, a different perception of the same tourist destination.

Most previous studies have analysed how the cognitive image of a tourist destination is affected by the individual's country of origin. Chen and Kerstetter (1999) found that Pennsylvania is perceived in a different way by tourists from culturally heterogeneous countries, e.g. Africa, Canada, Europe or Asia. Likewise, Rittichainuwat et al. (2001) showed differences with respect

to the perception of Thailand among Asian, European and American tourists. In addition, significant differences in relation to the perception of Singapore by Asian and international tourists were found by Hui and Wan (2003). The study by Beerli and Martı'n (2004) showed that the cognitive and affective components of destination image are influenced by the Individual's country of origin.

This study utilized cultural distance concept to explore the relationship between a tourist's perception about the destination (study area) and their subsequent loyalty. In the international business context, cultural distance has been conceptualized as the extent to which several cultures are similar or different (Shenkar, 2001). Frequently, terms such as complex, intangible and subtle have been used to describe the nature of this construct (Boyacigiller, Kleinberg, Phillips, & Sackmann, 1996). In a similar way, cultural distance can be defined in tourism as the degree of similarity between the tourist's cultural values and the culture of a tourist destination. In this context, perceived risk associated with a tourist destination could be the key to understanding the relationship between cultural distance and the perception towards a particular destination. Perceived risk is generally conceptualized as "the consumer perceptions of the uncertainty and adverse consequences" about a product or service (Dowling & Staelin, 1994).

In tourism, different cultures are linked with different levels of risk perception with regard to a particular destination (Fuchs & Reichel, 2004). More concretely, risk perception increases with the degree of novelty associated with a tourist destination (Elsrud, 2001). As such, it can be assumed that the shorter the cultural distance, the lower the perceived risk by tourists. Under these circumstances, the destination will be perceived as more familiar and attractive by tourists (MacKay & Fesenmaier, 1997). Consequently, individuals with a shorter cultural distance could have a higher level of confidence and a more favorable perception of the destination. Therefore this study postulated that the shorter the cultural distance between destination and tourist, the more favorable the perception towards the destination and thus the more the likelihood of loyalty.

Another major push motivation is *"green" consumption behavior factors*. Consumers throughout the world are increasingly demanding "green" products. However, there is a lack of research examining the effects of consumer perceptions of green destination strategies toward tourist perceptions and future behaviors (Cronin et al., 2011). To date, only few studies have focused on green branding (Chen & Chen, 2010). This study suggests that it is important for destinations to consider the potential green market consumers, and ways to differentiate the destinations' products against those of the competitors (Cronin et al., 2011; Royne et al., 2011). Therefore, it is an important research issue to integrate the perspectives of both green strategies and destination brand development to the consumer motivation perspectives. Although the issues of green brand appear to be important, there is little research in terms of green destination brands. Patrick et al. (2005) found that consumers' perceptive green brand positioning had a positive effect on attitude towards the brand. In addition, Rios et al. (2006) found the presence of a positive influence of environmental associations on brand attitude. However, these studies lack comprehensive models to explore the effects of green consumption desires on destination salience, perceived quality, perceived value and image perceptions. Most importantly previous studies have not provided comprehensive models illustrating the relationships between green

consumption desires of an environmentally conscious customer and their choice/loyalty towards the destination.

METHODOLOGY

RESEARCH DESIGN

The researcher used a cross-sectional survey to gather primary data due to its advantages over other survey designs. Using cross-sectional survey design, data was collected within a short period of time and less expensively. The results obtained from the survey sample were generalisable to the entire population of tourists visiting the Lake Victoria Region Tourist Circuit, in Kenya. This research design involved administering a questionnaire once a tourist drawn from a sample of the tourists visiting the Lake Victoria Region Tourist Circuit, Kenya, between August and October 2018.

POPULATION OF THE STUDY

The population for this study consisted of tourists visiting hotels and attractions in the Lake Victoria Region tourism circuit, Kenya between the months of August and October, 2018. According to the Kenya gazette (2018), there were 26 classified hotels and lodges in the Lake Victoria Region tourism circuit with an estimated bed capacity of 1843 beds and 1317 rooms. Therefore the population of the study was estimated to be 1317 tourists assuming that 1 room in a given hotel or lodge was occupied once by 1 tourist during the three months of data collection as shown in table 1 below.

Table 1: Bed capacities of classified hotels and lodges in the Lake Victoria Region Tourism Circuit as at January, 2018

	Hotel / Lodge	*County*	*Rooms*	*Beds*	*Star*
1	Boma Inn-Eldoret	Uasin Gishu	68	80	4
2	Hotel Nyakoe	Kisii	75	86	3
3	Sovereign Hotel	Kisumu	32	64	3
4	Imperial Hotel	Kisumu	78	90	3
5	The Vic Hotel	Kisumu	106	122	3
6	The Noble conference center	Uasin Gishu	53	67	3
7	Golf Hotel	Kakamega	62	124	2
8	Dados Hotel	Kisii	57	72	2
9	St. Johns Manor – Le savanna country lodges and hotels	Kisumu	49	49	2
10	Le savanna Country Lodge and Hotel	Kisumu	39	78	2
11	Sunset hotel	Kisumu	50	100	2
12	Poa place Resort	Uasin Gishu	15	35	2
13	Hotel Winstar	Uasin Gishu	85	95	2
14	Hotel Comfy & Lodge	Uasin Gishu	96	110	2
15	Cicada Hotel	Uasin Gishu	56	56	2
16	Kenmosa Resort	Uasin Gishu	17	26	2

17	Starbucks Hotel & restaurant ltd.	Uasin Gishu	93	182	2
18	The pearl Tourist Hotel ltd.	Uasin Gishu	42	42	2
19	Hotel horizon	Uasin Gishu	60	75	2
20	Dewchurch Drive Hotel	Kisumu	13	16	2
21	Kisumu Hotel	Kisumu	86	120	3
22	Kiboko Bay Resort	Kisumu	10	20	3
23	Kerio View Lodge	Elgeyo-Marakwet	28	40	3
24	Samich Resort	Elgeyo-Marakwet	15	30	3
25	Jambo Impala Eco-lodge	Kisumu	12	24	3
26	Rondo Retreat Centre	Kisumu	20	40	3
	Total capacity		1317	1843	

Source: Kenya Gazette (2018)

Given that hotel room occupancy rate in Kenya had been ranging between, 30% and 40% from the year 2010 to the year 2017 (Kenya National Bureau of Statistics, 2018), the tourists population of the study was 461 tourists assuming a 35% average occupancy rate during the data collection period.

Tourists were chosen as respondents of this study because they are the ones who experience the tourism product (Raj, 2004) and from them opinions and feelings towards the tourism product of the destination could be captured (Kozak & Rimmington, 1999). This is as opposed to using tourism practitioners only such as the business development managers, hotel managers, tour operators and other destination managers, from whom information collected could carry some bias and exaggerations (Dwyer et al., 2003).

Inclusion and exclusion criteria

i. Only tourists visiting hotels and attraction at the Lake Victoria Region Tourism Circuit during the data collection period were included in the study.

ii. The tourists included in the study must have been residing in a hotel in the circuit or were at a tourist attraction in the circuit at the time of data collection.

STUDY SAMPLE

To generate representative sample sizes from the population of tourists, Creative Research Systems (2003) formula was used. Using the formula, the sample size was determined as follows:

$$SS = \frac{Z^2 \times (p) \times (1-p)}{C^2}$$

Where:

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 per cent confidence level)

P = Percentage of population picking a choice, expressed as decimal (.5 used for sample size needed)

C = Confidence interval, expressed as decimal (e.g., .04 = +/- 4 percentage points)

$$SS = \frac{1.96^2 \times (0.5) \times (1-0.5)}{0.04^2}$$

$$SS = 600$$

The required sample size for an infinite population is thus 600.

Since the population of tourists by use of hotel rooms was estimated at 461, and assuming that each room is occupied by a different tourist only once throughout the data collection period the new sample size for the study was calculated as shown below.

$$New\ SS = \frac{SS}{(1 + (SS - 1)/pop))}$$

Where pop = finite population

$$New\ SS = \frac{600}{(1 + ((600-1)/461))}$$

$$New\ SS = 260.943396$$

$$New\ SS = 261\ Tourists$$

To obtain the actual sample size multi-stage sampling was used. Stratified sampling and proportionate sampling were used to obtain samples whereby hotels were first be stratified into geographic strata, i.e. hotels located in each of the identified counties. Stratification helped in splitting the heterogeneous population into fairly homogeneous groups so that samples could be drawn from the group with precision. Using a minimum sample size of 261, the respondents were drawn proportionately from the strata using the formula as shown in below. As noted by Van Dalen (1979), proportional sampling provides the researcher with a way to achieve greater representativeness in the sample of the population.

$$Actual\ Sample\ Size = \frac{Population\ Strata}{Estimated\ Study\ Population} \times Minimum\ Sample\ Size\ for\ the\ Study$$

Where:

Population strata = 243 tourists in Uasin Gishu county hotels, 53 tourists in Kisii county hotels, 198 tourists in Kisumu county hotels, 16 in Kakamega county hotels, and 17 tourists from Elgeyo-Markwet county hotels. Table 2 shows the sample size from each county.

Where; Estimated study population = 461; and Study sample size = 261

Table 2: Tourists proportion that were considered in the study by county

County Strata	Total number of tourists
Elgeyo-Marakwet	10
Kakamega	09
Kisumu	112
Kisii	30
Uasin Gishu	138
Total	299

Simple random sampling was used to identify the actual hotels from which the respondents were obtained. Finally convenience sampling was considered to select actual respondents for the study from the selected hotels (i.e. 299 tourists). At least 10 respondents were picked from each selected hotel, 10 being the lowest number of rooms in all the hotels sampled. Similarly, Convenience sampling was used to pick respondents from the tourism attraction sites.

FINDINGS

To identify push motivation factors, respondents were required to rate on a scale of $1 - 7$ how important each of the 41 items were, in motivating their visit to the destination. The mean ranking results are summarised in Table 3a.

Table 3a. Mean ranking of tourist push motivation factor by importance

Measures of push motivation factor	Min	Max	Mean	SD
Having fun	1.00	7.00	5.70	1.33
Getting away from everyday physical stress/pressure	2.00	7.00	5.69	1.15
Experiencing something different	1.00	7.00	5.68	1.20
Resting and relaxing	2.00	7.00	5.67	1.21
Visiting places related to my personal interests	1.00	7.00	5.66	1.20
Viewing the scenery	1.00	7.00	5.65	1.26
Feeling the special atmosphere of the vacation destination	1.00	7.00	5.60	1.21
Exploring the unknown	2.00	7.00	5.60	1.19
Develop my personal interests	1.00	7.00	5.50	1.22
Gaining a sense of accomplishment	1.00	7.00	5.47	1.18
Being close to nature	3.00	7.00	5.46	1.08
Having unpredictable experiences	2.00	7.00	5.45	1.19
Feeling personally safe and secure	2.00	7.00	5.43	1.12
Strengthening relationships with my companion(s)	1.00	7.00	5.43	1.10
Feeling that I belong	2.00	7.00	5.40	1.10
To identify with a destination that respects the rights of the minority	1.00	7.00	5.40	1.09
Strengthening relationships with my family/friend(s)	2.00	7.00	5.39	1.09
Being in a place where natural environment is protected	1.00	7.00	5.33	1.26
Developing my skills and abilities	1.00	7.00	5.33	1.39

Using my skills and talents	1.00	7.00	5.33	1.21
Experiencing different cultures	1.00	7.00	5.32	1.15
Enjoying authentic culture	2.00	7.00	5.28	1.17
To be in a hotel that manages its waste	2.00	7.00	5.27	1.22
Being with others who enjoy the same things as I do	2.00	7.00	5.27	1.12
Gaining a new perspective on life	1.00	7.00	5.25	1.16
Meeting new and varied people	1.00	7.00	5.24	1.10
Being creative	1.00	7.00	5.24	1.18
Understanding more about myself	1.00	7.00	5.24	1.25
Meeting people with similar values/interests	1.00	7.00	5.22	1.10
Feeling inner harmony/peace	1.00	7.00	5.21	1.28
To identify with a destination where host community values are respected	2.00	7.00	5.21	1.10
Working on my personal/spiritual values	1.00	7.00	5.21	1.30
Developing my knowledge of the area	1.00	7.00	5.20	1.01
Cultural closeness with the destination's culture	2.00	7.00	5.19	1.14
Observing other people's way of life in the area	1.00	7.00	5.09	1.11
To be in a hotel that uses renewable energy	2.00	7.00	5.07	1.19
Identifying with green practices	2.00	7.00	5.06	1.19
Meeting the locals	2.00	7.00	5.06	1.20
To identify with the green corporate image of the destination	1.00	7.00	5.05	1.20
Utilize the green consumption opportunities provided in the destination	1.00	7.00	5.05	1.15
To stay in a green hotel	2.00	7.00	5.02	1.21
Valid N (listwise)	282			

Note: Min – Minimum, Max – Maximum, SD – Standard deviation

Scale: 1-Not at all important, 2-low importance, 3-Slightly important, 4-Neutral, 5-Moderately important, 6-Very important, 7-Extremely important

Table 3a show that the highest ranked item was having fun (*M = 5.70, SD = 1.33*) followed by getting away from everyday physical stress and pressure (*M = 5.69, SD = 1.15*). The least ranked item was staying in green hotel (*M = 5.02, SD = 1.21*). Generally, the respondents considered all the items to be moderately important in motivating them to visit the destination (Table 3a).

On subjecting the 41 items to principal axis factoring (PAF), four factors resulted, accounting for 61.01% of the total variance explained. All factor loadings were > .60. Based on literature review, the factors were named; *Psychological Factor* (PYF) with 9 items accounting for 16.07%, *Self-Development Factor* (SDF) with 9 items accounting for 15.27%, *Green Consumption Factor* (GCF) with 9 items accounting for 15.18%, and *Socio-Cultural Factor* (SCF) with 12 items accounting for 14.49% of the total variance explained (see Table 3b). Generally, the findings are consistent with a number of previous research findings (Battour,

Battor, & Ismail, 2012; Jeong, 2015; Kassean & Gassita, 2013; Nilplub, Khang, & Krairit, 2016; Pesonen, Komppula, & Peters, 2011; Pestana, Parreira, & Moutinho, 2019; Said & Maryono, 2018; Yousefi, 2015) that investigated the role of push motivations in tourists' destination loyalty.

PSYCHOLOGICAL FACTOR

Table 3a indicate that of the nine items, having fun had the highest mean ranking (*M = 5.70, SD = 1.13*) followed by Getting away from everyday physical stress/pressure (*M = 5.69, SD = 1.15*), while, having unpredictable experience was ranked lowest (*M = 5.45, SD =1.19*) with respect to psychological factors. Having fun also registered the highest loading (.79) among the nine items that loaded on the psychological (PYF) factor as seen in Table 3b. Further, Table 3b indicate that the nine items that loaded on psychological factor (PYF) account for 16.07% of the total variance explained in push motivational factors. This supports Kassean & Gassita, (2013) whose study findings put rest and relaxation as the most important push-based travel motives followed by nostalgia, escape, novelty (need to go on a holiday, discover a new place, discover people while resting), social interaction, self actualization and recognition and prestige. Notably, this study findings slightly contradict those of Pesonen et al., (2011) whose study put relaxation (enjoying calm, rush-free atmosphere without schedules with family close to nature) as the most important push motivation for rural tourists in Tyrol and Finland. However it is important to note that any destination product and service bundle should be designed to focus on special segments since different tourist typologies demand different product and service bundles. For instance, Pesonen et al., (2011) are quick to note that, while Tyrolean visitors sought 'once in a lifetime' experiences together with their family members, majority of the current adventure and sports tourism packages strongly focus on individual entertainment seeking travelers. Therefore, due to the multi-optional demand structure of the tourist market, destinations' marketing should focus either on a particular segment or create many options based on the economies of scale or scope of the destination.

SELF-DEVELOPMENT FACTOR

Table 3b indicates that nine items loaded on the self-development (SDF) factor accounting for 15.27% of the total variance explained in the push motivations. Of the nine items, Develop my personal interests was ranked highest (*M = 5.50, SD = 1.22*), followed by, Gaining a sense of accomplishment (*M = 5.47, SD = 1.18*), while, Working on my personal/spiritual values was ranked lowest (*M = 5.21, SD = 1.30*) as indicated in Table 3a. Although ranked third from the lowest, Understanding more about myself had the highest loading (.77) with respect to self-development factor as shown in Table 3b. Generally, the results are in line with various previous studies (Al-Haj Mohammad & Mat Som, 2010; Kassean & Gassita, 2013; Pansiri, 2014; Said & Maryono, 2018). However, the study by Kassean & Gassita, (2013) found that rest and relaxation were the most important push factors for tourists visiting a National Park, followed by nostalgia, novelty and interaction. Similarly, Pansiri, (2014) found that tourists in Botswana were more motivated by pleasure than culture, while the study by Al-Haj Mohammad & Mat Som, (2010) discovered that in Jordan, tourists were more motivated to travel to places they had not been before and were least motivated by visiting friends and relatives. Evidently, previous researchers

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have used different terms and phrases to describe push motivations leading to potential misunderstanding of the actual tourists' push motivation factors. It is therefore important that destination marketers segment the tourist market to adequately address the specific needs of each segment as recommended by Al-Haj Mohammad & Mat Som, (2010) and Pansiri, (2014).

GREEN-CONSUMPTION FACTOR

Factor analysis results show that nine items loaded on the green consumption (GCF) factor accounting for 15.18% of the total variance explained in the push motivation factors as shown in Table 3b. Of the nine items, to identify with a destination that respects the rights of the minority was ranked highest (*M = 5.40, SD = 1.09*), followed by Enjoying authentic culture (*M = 5.28, SD = 1.17*), while, to stay in a green hotel was ranked lowest (*M = 5.02, SD = 1.21*) as presented in Table 3a. Table 3b indicates that, although ranked lowest, to stay in a green hotel registered the highest loading (.74) with respect to the green consumption factor. To a great extent these findings corroborate several previous research outcomes (Akenji, 2014; d'Angella & De Carlo, 2016; Kladou, Kavaratzis, Rigopoulou, & Salonika, 2017; Lin & Hsu, 2015; Lorek & Spangenberg, 2014; Welford & Ytterhus, 2004; Yüzbaşıoğlu, Topsakal, & Çelik, 2014; Zhu, Li, Geng, & Qi, 2013) that confirm the reality of a green market segment in the larger consumer market. While this is the case, mean rankings indicates that a destination that respects the rights of the minority is more preferred followed by a destination that offers authentic culture. These findings are consistent with the arguments by Franch, Martini, Buffa, & Parisi, (2008), that a new market segment has emerged that shows a heightened sensitivity to environmental protection, local cultural preservation and to the overall authenticity of the vacation experience. Therefore, while providing green tourism products, destination managers should be cautious of the rights of all the tourism stakeholders. As aptly put by Franch et al., (2008), this segment of the market (usually defined with several terms such as eco-tourism, nature-based tourism, responsible tourism etc.), is potentially very important in terms of both quantity and quality. This implies that for destinations to remain competitive, they should maintain originality and authenticity of their attractions all the time.

SOCIO-CULTURAL FACTOR

Table 3b indicates that twelve items that loaded on the socio-cultural (SCF) factor accounted for 14.49% of the total variance explained in the push motivations. Of the twelve items, Feeling personally safe and secure was ranked highest (*M = 5.43, SD = 1.12*), followed by Strengthening relationships with my companion(s) (*M = 5.43, SD = 1.10*), while, Meeting the locals was ranked the lowest (*M = 5.06, SD = 1.20*) with respect to socio-cultural factor as indicated in Table 3a. The results suggest that, although the destination culture could be an attraction, tourists are more concerned with how the culture satisfies their travel needs than being part of the culture themselves. Table 3b further indicates that Cultural closeness with the destination's culture, although ranked third from the lowest, registered the highest loading with respect to the twelve items that loaded on socio-cultural factor. This is to imply that tourists are more comfortable travelling to destinations that exhibit similar cultural norms and values as their home regions. These findings support those of Chen & Rahman, (2018) who recognized that visitor engagement in a cultural destination influenced cultural contact and cultural contact positively influenced

memorable tourism experience (MTE) which in turn had significant positive effects on loyalty. Therefore destinations offering cultural tourism products ought to appreciate the importance of cross-cultural interactions while addressing the cultural tourists' need for deeper cultural experience.

Table 3b. Principal axis factoring of push motivating factor

	Push Motivating Factors				Communalities	
	PYF	SDF	GCF	SCF	Initial	Extraction
Having fun	.79				.75	.72
Experiencing something different	.77				.76	.73
Feeling the special atmosphere of the vacation destination	.74				.71	.65
Visiting places related to my personal interests	.74				.70	.66
Resting and relaxing	.74				.68	.63
Exploring the unknown	.73				.68	.62
Getting away from everyday physical stress/pressure	.70				.70	.58
Having unpredictable experiences	.69				.70	.63
Viewing the scenery	.67				.64	.53
Cultural closeness with the destination's culture				.67	.67	.58
Developing my knowledge of the area				.65	.57	.53
Observing other people's way of life in the area				.65	.59	.55
Meeting new and varied people				.64	.62	.54
Feeling personally safe and secure				.64	.63	.56
Meeting people with similar values/interests				.64	.59	.52
Experiencing different cultures				.63	.60	.50
Strengthening relationships with my companion(s)				.62	.67	.56
Feeling that I belong				.62	.61	.54
Being with others who enjoy the same things as I do				.61	.65	.56
Strengthening relationships with my family/friend(s)				.60	.66	.56
Meeting the locals				.60	.63	.55
Understanding more about myself		.77			.73	.72
Using my skills and talents		.76			.78	.74
Feeling inner harmony/peace		.75			.74	.74

	PYF	SCF	SDF	GCF
Being creative	.75		.70	.67
Developing my skills and abilities	.74		.82	.76
Gaining a new perspective on life	.74		.74	.71
Develop my personal interests	.72		.79	.73
Gaining a sense of accomplishment	.72		.74	.67
Working on my personal/spiritual values	.71		.69	.63
To stay in a green hotel		.74	.68	.62
To identify with the green corporate image of the destination		.73	.69	.65
To be in a hotel that manages its waste		.72	.62	.59
Identifying with green practices		.71	.70	.63
To be in a hotel that uses renewable energy		.71	.62	.55
To identify with a destination that respects the rights of the minority		.70	.57	.52
To identify with a destination where host community values are respected		.70	.70	.59
Enjoying authentic culture		.68	.68	.61
Utilize the green consumption opportunities provided in the destination		.68	.69	.61
Variance explained	16.07%	15.27%	15.18%	14.49%
Total Variance accounted for			61.01%	

Note: PYF- Psychological factors, SCF – Socio-cultural factors, SDF – Self-development factor, GCF – Green consumption factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .95; Bartlett's Test of Sphericity: Approx. Chi-Square = 9204.86; df = 820, Sig. = .00

Extraction method: Principal Axis Factoring; Rotation: Varimax. Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

CONCLUSIONS

The purpose of this study was to identify push motivational factors influencing tourists' destination loyalty in the Lake Victoria Region Tourism Circuit, Kenya. Based on the results, four push motivational factors were identified namely; (1) psychological factors (*fun, experiencing something different, enjoying the special atmosphere of the destination, visiting places related to personal interests, rest and relaxation, exploring the unknown, getting away from everyday pressure, enjoying unpredictable experiences, and, viewing the scenery*), (2) self-development factor (*understanding oneself better, using own skills and talents, feeling inner harmony, being creative, developing own skills and abilities, gaining new perspectives of life,*

developing self interests, gaining a sense of accomplishment, and, working on self spiritual values), (3) green consumption factor (*to stay in a green hotel, to identify with green corporate image of the destination, to be in a hotel that manages waste, to identify with green practices, to be in a hotel that uses renewable energy, to be in a destination that respects the rights of the minority, to identify with a destination where host community values are respected, to enjoy authentic culture, and, to utilize green consumption opportunities provided in the destination*), and, (4) socio-cultural factor (*cultural closeness with the destination, developing own knowledge about the area, observing other peoples' way of life, meeting new and varied people, feeling personally safe and secure, meeting people with similar values and interests, experiencing different cultures, strengthening relations with companions, feeling of belongingness, being with others enjoying what one enjoys doing, strengthening relations with family, and, meeting the locals*). Therefore, destination managers should at all the time endeavor to understand and satisfy the push motivations of tourists to enhance destination competitiveness.

CONTRIBUTION TO PRACTICE AND POLICY

The findings of this study illuminate on several outstanding issues and concerns in destination competitiveness research particularly in the Lake Victoria Region Tourism Circuit and in Kenya in general. Given the increased competition from destinations in the neighboring countries and globally, local tourism destination managers need to understand the critical factors that may enhance destinations' competitive advantage and the relationships among the factors. While there exists volumes of literature on destination competitiveness attributes and models, (Abreu-Novais, Ruhanen, & Arcodia, 2016; Abreu Novais, Ruhanen, & Arcodia, 2018; Armenski, Gomezelj, Djurdjev, Ćurčić, & Dragin, 2012; Dwyer, Dragićević, Armenski, Mihalič, & Knežević Cvelbar, 2016; Dwyer, Mellor, Livaic, Edwards, & Kim, 2004; Dwyer & Kim, 2003; Enright & Newton, 2005; Fuchs, Peters, & Weiermair, 2002; Gursoy, Baloglu, & Chi, 2009; Hudson, Ritchie, & Timur, 2004; Kock, Josiassen, & Assaf, 2016; Mazanec, Wöber, & Zins, 2007) there lacks outright proposals on how the competitiveness can be ascertained while considering all the factors involved. The study points to the need by destination managers to take into consideration tourist push motivation factors and destination loyalty while assessing destination competitiveness. Push motivation factors include; psychological factors, self development factors, green consumption factors, and, socio-cultural factors.

Based on the study findings, the researcher makes the following suggestions:

i.   Concerning psychological factors, destination managers should give more consideration to providing facilities and an environment that allows the visitors to have fun. Visitors travelling for holiday and relaxation purposes are likely to visit destination that offers opportunities of having fun thereby improving the destinations' visitation levels.

ii. Destination managers should also pay close attention to the needs of the tourists to develop their personal interests as regarding the tourists' self-development factor. This is because travelers are likely to choose destinations where the tourism product is designed with the personal interests of the customer in mind.

iii. Further, with regard to green consumption factors, destination managers should pay close attention to the desires of tourist who prefer identifying with destinations that respect the rights of the minority.

iv. Lastly, concerning socio-cultural factors, destination managers should pay more attention to the needs of personal safety and security of tourists. Together, these factors will greatly influence the tourist's decision to choose and be loyal to the destination.

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